

# Publicize It!

## Project Learning Tree Activity #60

### Program of Studies

#### English Language Arts:

- ELA-6-W-3 (Use information from technology and other resources to produce writing that develops and supports independent ideas and contains source citations.)
- ELA-6-SLO-2 (Students will convey meaning through appropriate delivery techniques (e.g., correct and appropriate language, nonverbal cues, visual aids, volume, rate, and tone).)
- ELA-6-SLO-3 (Students will apply organizational skills to prepare and deliver oral messages with and without technology.)
- ELA-7-W-3 (Write transactive pieces (writing produced for authentic purposes and audiences beyond completing an assignment to demonstrate learning), based on inquiry and/or personal experience that show independent thinking and incorporate ideas and information from reading, listening, observing, and inquiry.)
- ELA-7-SLO-2 (Students will apply organizational skills and delivery techniques to produce oral messages and products with and without technology.)
- ELA-8-W-3 (Write transactive pieces (writing produced for authentic purposes and audiences beyond completing an assignment to demonstrate learning) that demonstrate independent thinking about literature, issues, and events relevant to students' lives.)
- ELA-8-SLO-1 (Students will analyze effectiveness and purposes of oral messages and audience responses.)

### Core Content

#### Writing:

- WR-M-1.4 (*Transactive writing* is informative/ persuasive writing that presents ideas and information for authentic audiences to accomplish realistic purposes like those students will encounter in their lives.)
- WR-H-1.4 (*Transactive writing* is informative/ persuasive writing that presents ideas and information for authentic audiences to accomplish realistic purposes like those students will encounter in their lives.)

#### Practical Living:

- PL-M-3.1.4 (There are positive and negative aspects of advertising strategies (e.g., providing accurate or misleading information, gimmicks).)
- PL-M-3.3.2 (Improving environmental conditions (e.g., air and water quality) and preserving natural resources impact personal and community health.)
- PL-H-3.1.4 (Methods and techniques of advertising exert an influence on consumer choices for products and services.)

- PL-H-3.3.3 (The roles of individuals and society in protecting the environment and preserving resources include recycling, conserving, and establishing standards for waste disposal.)